PayU GPO

Brand Guidelines

Brand Guidelines

PayU GPO 2023 ©

Fonts

Ample soft for **Titles**

Aa

ABCDEFGHIJKLMNOPQRSTWXYZ
abcdefghijklmnopqrstwxyz
0123456789

Open sans for **body text**

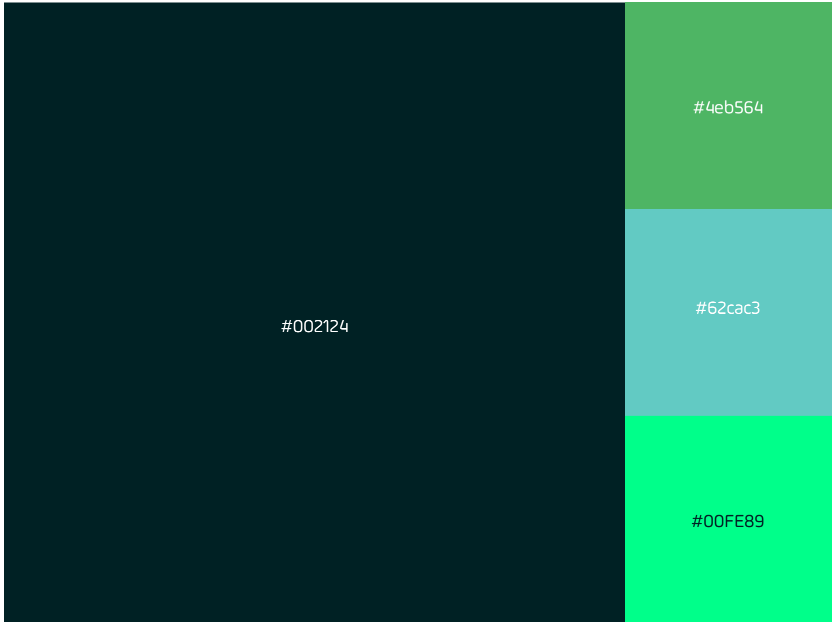
Aa

ABCDEFGHIJKLMNOPQRSTWXYZ
abcdefghijklmnopqrstwxyz
0123456789

PayU GPO 2023 ©

Color

Dark blue green should be used as the dominant color of our brand.



PayU GPO 2023 ©

Secondary Color

A secondary palette has been added to complement the primary palette and for highlighting.

Grey neutral colours are for elements such as type and backgrounds.

#4d174d

#c247c2

#ffde00

#222222

#404040

#787878

#e3e3e3

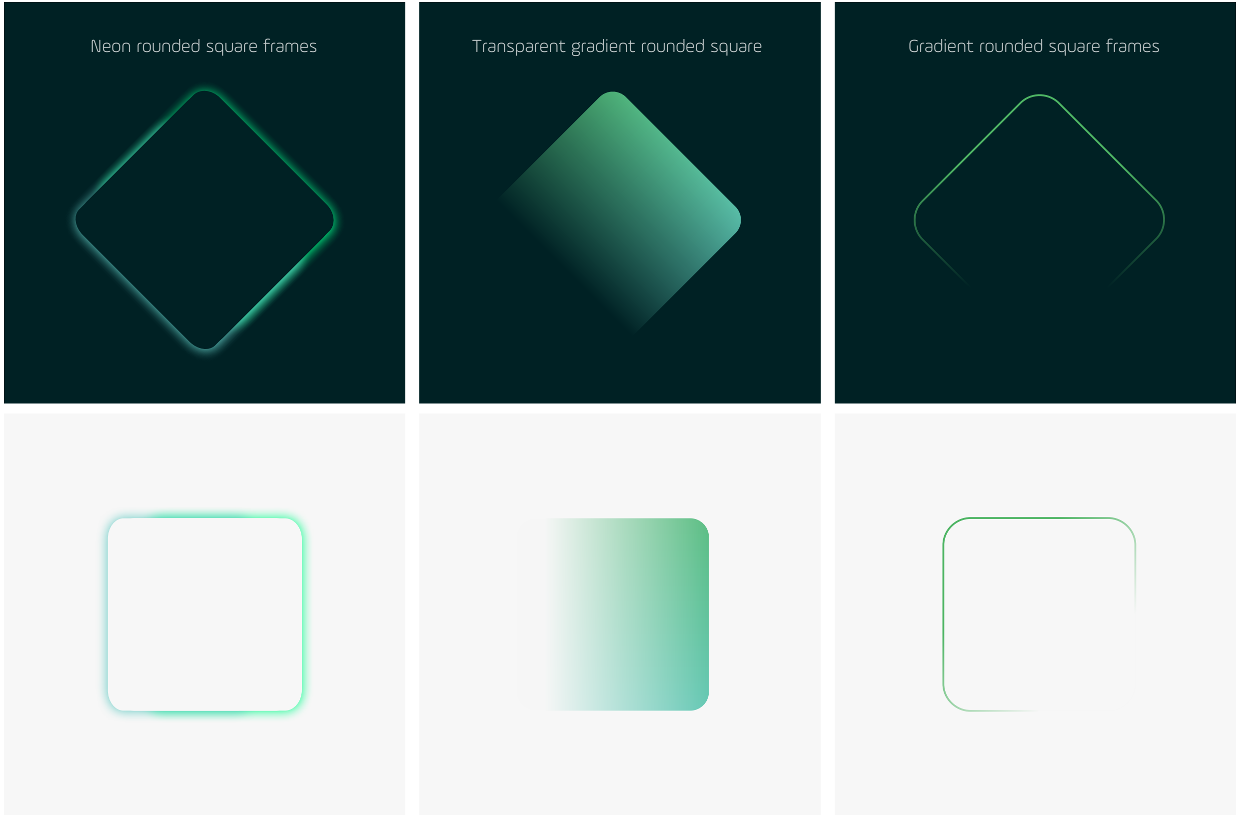
#f7f7f7

PayU GPO 2023 ©

Graphic elements

Our primary graphic element is the rounded squere derived from PayU's logo.

Download here

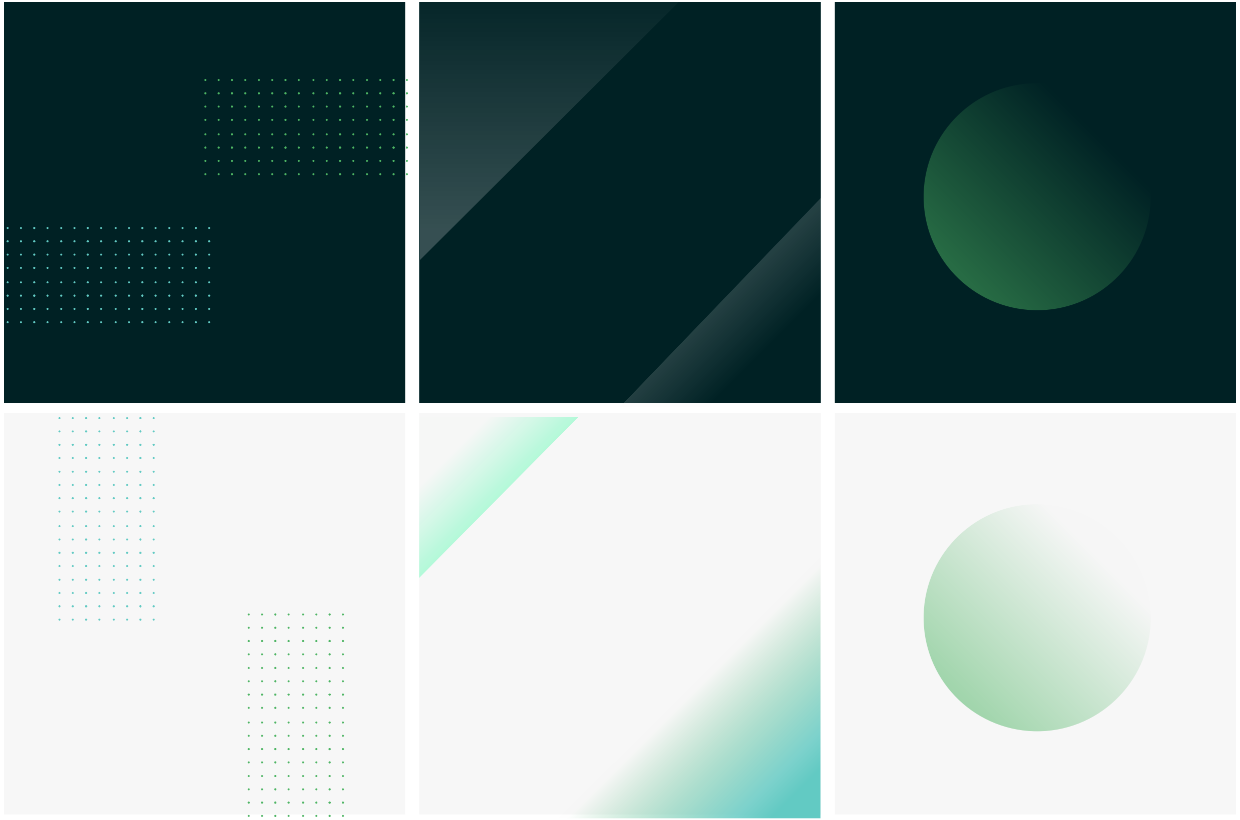


PayU GPO 2023 ©

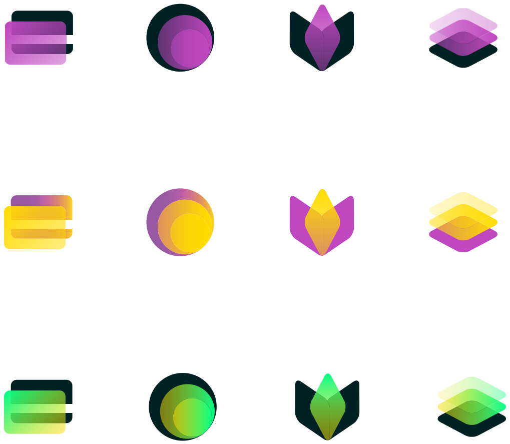
Graphic elements

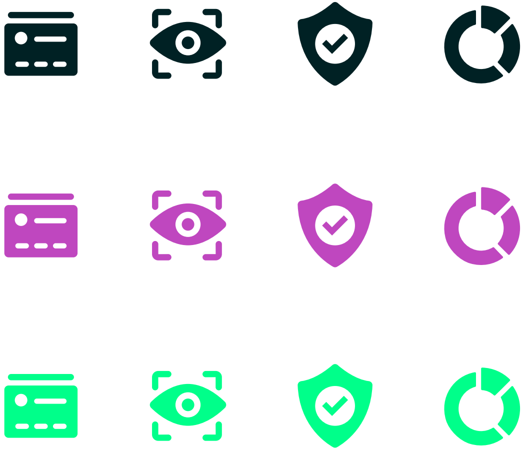
Secondary graphic elements

Download here



Icons





PayU GPO 2023 ©

Illustrations

New Illustrations should rely on the graphic language and color scheme as shown in the examples.

For more illustrations

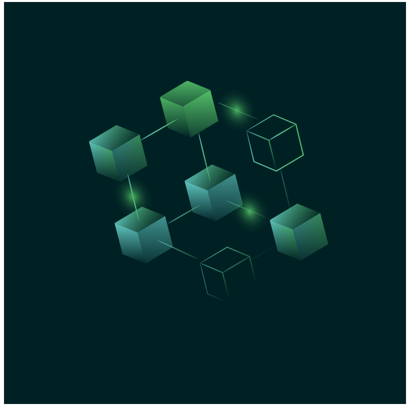












PayU GPO 2023 ©

Use of Stock Images

Stock images should not be used as part of the PayU branding and visual language. Please refer to the illustration and icons in Slide #6 for the correct use of graphic elements.

If needed, please use original photos of payuneers/ places/ special project





PayU GPO 2023 ©

Backgrounds Patterns

The following patterns were created to give graphic designs a tech look and feel. These are composed of gradients, large geometric shapes, dots and lines.



PayU GPO 2023 ©

Examples

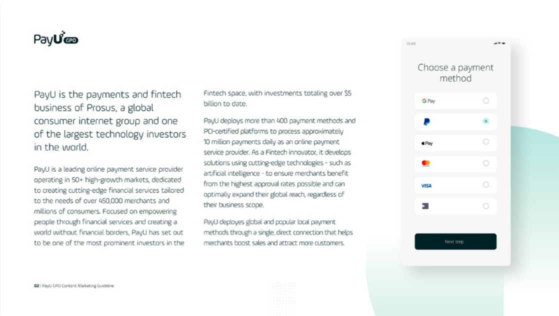

PayU GPO
15 min
#payugpo #globalpaymentslocalexpertise
PayU GPO
GLOBAL REACH
LOCAL EXPERTISE
Like
Comment
Share


PayU GPO
15 min
#payugpo #globalpaymentslocalexpertise
Like
Comment
Share

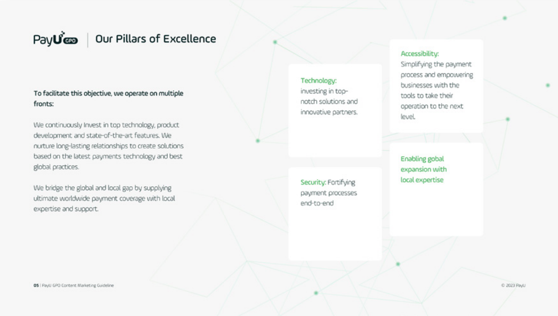

PayU GPO
15 min
#payugpo #globalpaymentslocalexpertise
Like
Comment
Share

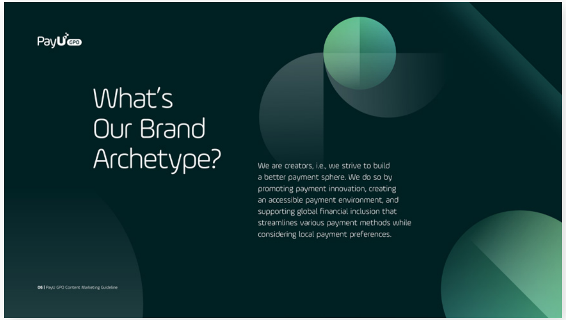
Examples

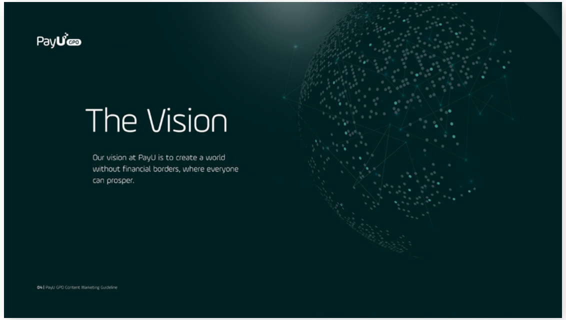

PAYU (GPO) CONTENT
MARKETING GUIDELINE


PayU is the payments and fintech business of Prosus, a global consumer internet group and one of the largest technology investors in the world.
PayU is a leading online payment service provider operating in 50+ high-growth markets, dedicated to creating cutting-edge financial services tailored to the needs of over 450,000 merchants and millions of consumers. Focused on empowering people through financial services and creating a world without financial borders, PayU has set out to be one of the most prominent investors in the
Fintech space, with investments totaling over $5 billion to date.
PayU deploys more than 400 payment methods and PCI-certified platforms to process approximately 10 million payments daily as an online payment service provider. As a Fintech innovator, it develops solutions using cutting-edge technologies - such as artificial intelligence - to ensure merchants benefit from the highest approval rates possible and can optimally expand their global reach, regardless of their business scope.
PayU deployes global and popular local payment methods through a single, direct connection that helps merchants boost sales and attract more customers.
Choose a payment method
02 | PayU GPO Content Marketing Guideline

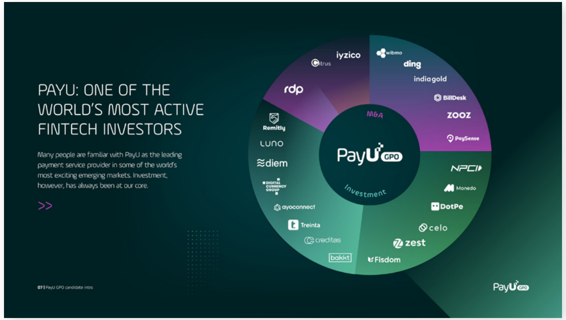

General
Writing
Guidelines


Our Pillars of Excellence
To facilitate this objective, we operate on multiple fronts:
We continuously Invest in top technology, product development and state-of-the-art features. We nurture long-lasting relationships to create solutions based on the latest payments technology and best global practices.
We bridge the global and local gap by supplying ultimate worldwide payment coverage with local expertise and support.
Technology: investing in top-notch solutions and innovative partners.
Accessibility: Simplifying the payment process and empowering businesses with the tools to take their operation to the next level.
Security: Fortifying payment processes end-to-end
Enabling gobal expansion with local expertise

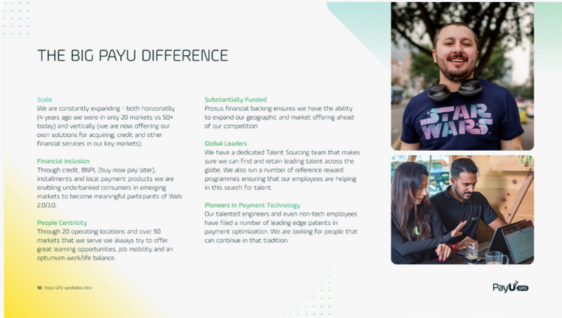

What's
Our Brand
Archetype?
We are creators, i.e., we strive to build a better payment sphere. We do so by promoting payment innovation, creating an accessible payment environment, and supporting global financial inclusion that streamlines various payment methods while considering local payment preferences.

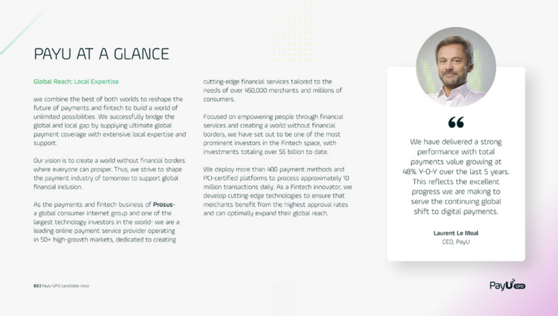

The Vision
Our vision at PayU is to create a world without financial borders, where everyone can prosper.

Examples

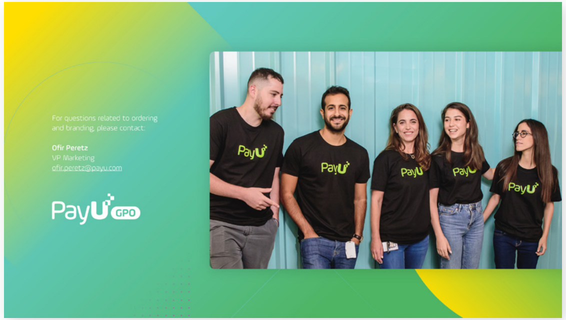












PayU GPO 2023 ©

Sub-branding colors

As a wide global company, our visual expression needs are growing.
In order to differentiate between topics, please use this color combinations for each topic. See examples in next pages.

E-commerce

#002124 | #4eb564 | #62cac3

Fintech

#222222 | #62cac3

Sustainability

#4eb564 | #002124

Engineering

#222222 | #00ff8a

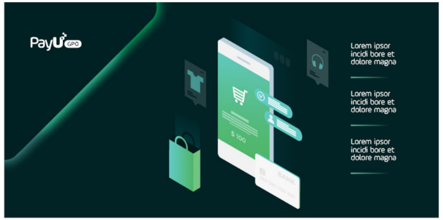
Employer Branding

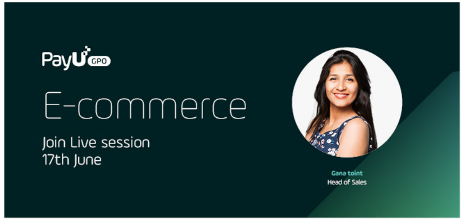
#c247c2 | #4d174d | #ffde00

PayU GPO 2023 ©

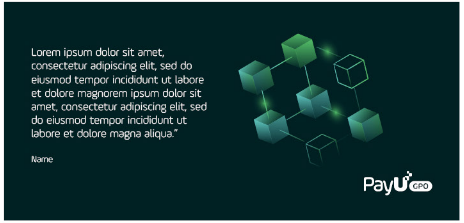
E-commerce





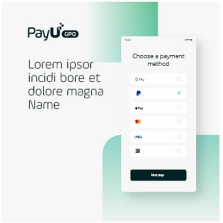








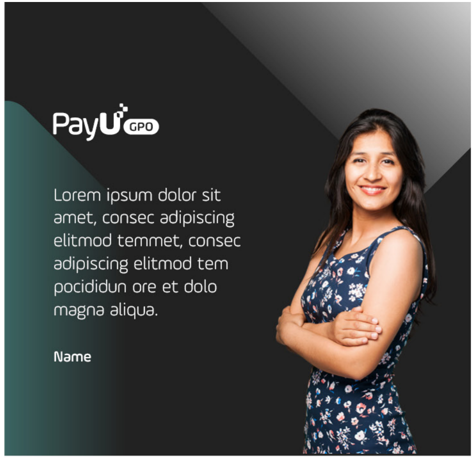






PayU GPO 2023 ©

Fintech

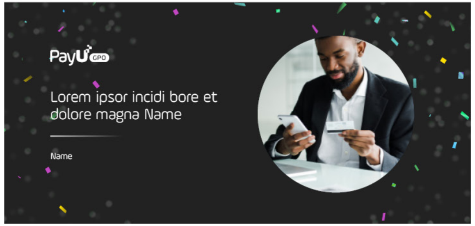

Lorem ipsum dolor sit amet, consec adipiscing elitmod temmet, consec adipiscing elitmod tem pocididun ore et dolo magna aliqua.
Name


Fing a way to prosper around the world


Fintech
Join Live session
17th June

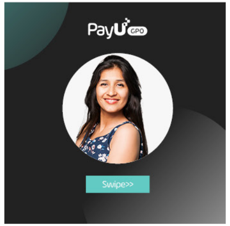

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor sed do eiusmod tempor sed do eiusmod temptetur or incididunt ut labore et dolore magna aliqua."
Name


"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magnorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."
Name

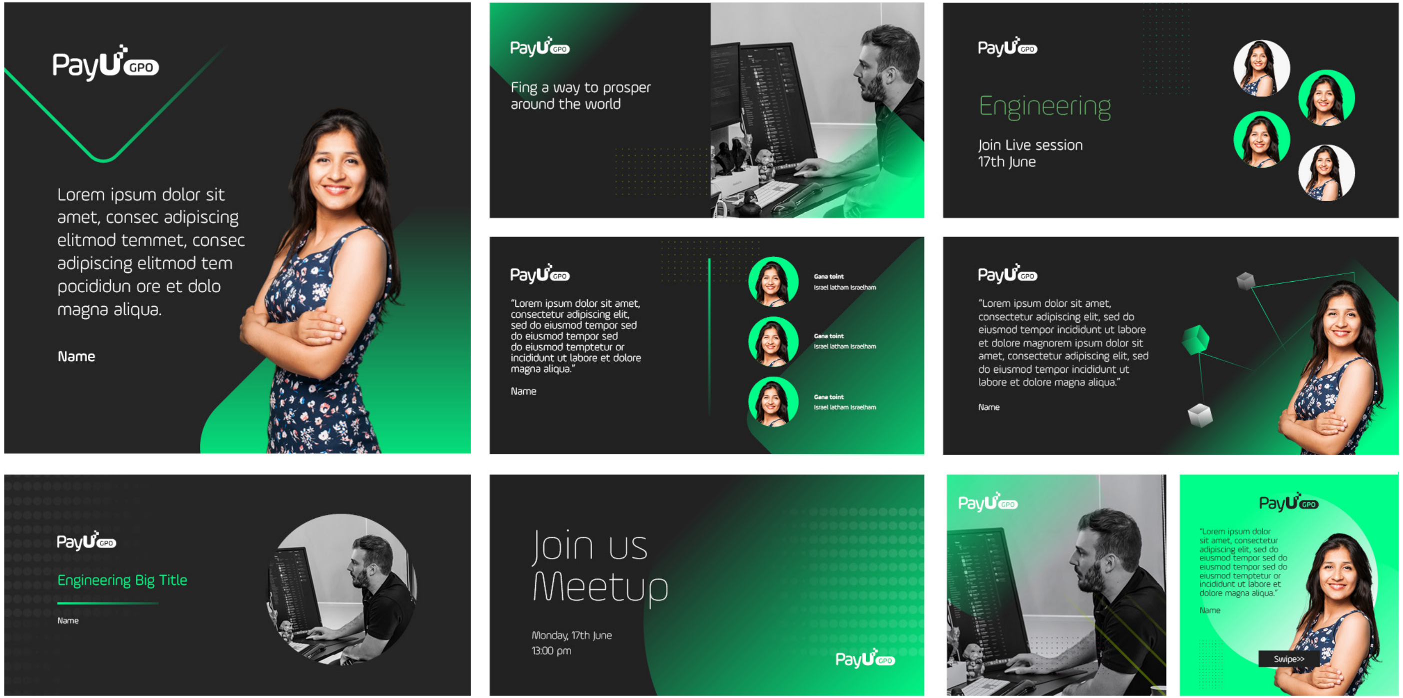

Lorem ipsor incidi bore et dolore magna Name
Name


Join us Meetup
Monday, 17th June
13:00 pm
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."




Swipe>>

Engineering



PayU GPO 2023 ©

Sustainability















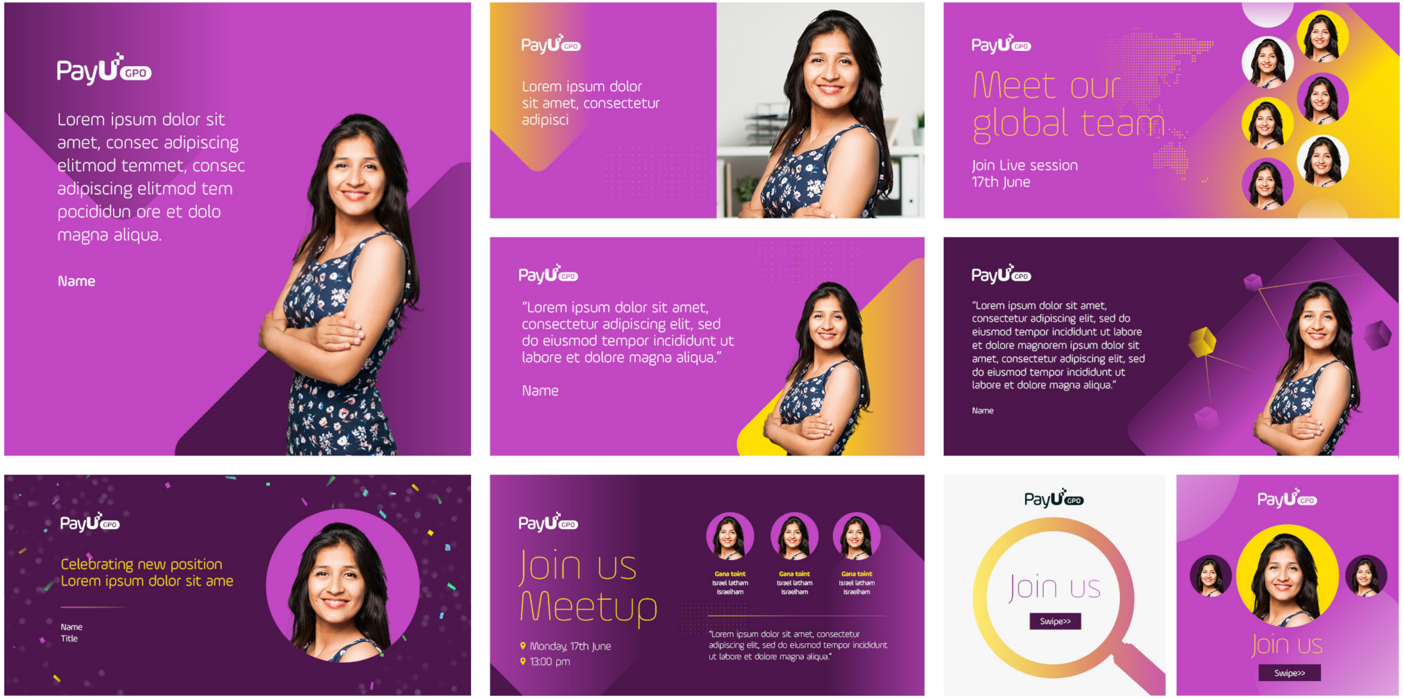






PayU GPO 2023 ©

Employer Branding



PayU GPO 2023 ©

Thank You

For more information:

Ofir.peretz@payu.com
Yarden.Barber@payu.com